

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): James M. Jensen
Appl. No.: 10/800,883
Conf. No.: 1953
Filed: March 15, 2004
Title: METHODS AND SYSTEMS FOR GATHERING MARKET RESEARCH
DATA
Art Unit: 3622
Examiner: Rodney M. Henry
Docket No.: 52579-113197 (P0125A)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE PURSUANT TO 37 C.F.R. §1.111

Sir:

In response to the Non-Final Office Action dated January 25, 2011, Applicants submit the following amendments and arguments:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 13 of this paper.